

# OUR READERS, YOUR CUSTOMERS

Wealden Times *Media pack 2023*

# Unrivalled Distribution

Wealden Times is strategically distributed  
to reach the right audience

Copies  
18,000

Towns & Villages  
69

Outlets  
131



You will find the latest issue of Wealden Times in prestige retail outlets in key towns and villages across Kent and Sussex. These outlets love the magazine as it draws our affluent readers into their stores each month.

We are also still the only magazine that readers can pick up at their local main-line commuter stations across the counties.

## KENT & SUSSEX

Ashford | Battle | Benenden | Bexhill | Biddenden | Bromley  
Burwash | Canterbury | Charing | Cranbrook | Crowborough  
East Grinstead | Eridge | Faversham | Flimwell | Goudhurst  
Hastings | Hawkhurst | Haywards Heath | Headcorn | Heathfield  
Hildenborough | Horsham | Hurst Green | Hythe | Kings Hill  
Lewes | Maidstone | Marden | Mayfield | Northiam | Nutley  
Orpington | Paddock Wood | Peasmarsh | Pluckley | Robertsbridge  
Rolvenden | Rye | Sandhurst | Sedlescombe | Sellinge | Sevenoaks  
Sissinghurst | Stone Cross | Tenterden | Ticehurst | Tonbridge  
Tunbridge Wells | Uckfield | Wadhurst | West Malling | Westerham  
Whitstable | Winchelsea

# Campaigns

## A new way to book your campaign in 2023. Combined distribution & circulation of Wealden Times and Surrey Homes

Wealden Times and Surrey Homes have a combined monthly readership of 105,000+, and a circulation of 30,000 (Wealden Times 18,000; Surrey Homes 12,000).

Advertisers can choose to be in both titles or select the preferred area for their campaign.

With more businesses than ever growing their online services, and customers happy to travel for what they are looking for, we know that for many, advertising in both Wealden Times and Surrey Homes is a great choice.

Our rate card will be based on buying on a Cost Per Thousand, so you won't pay more than you need for the area you want.

Wealden Times is distributed across a carefully selected network of 69 towns and neighbourhoods in Kent & Sussex, and Surrey Homes to 56 towns and neighbourhoods in Surrey. With a combined total of 215 prestige outlets – independent stores, antique shops, fashion boutiques, local farm shops, interior design stores, garden centres – we reach every affluent customer you need across the region.



*"Octagon have worked with Surrey Homes over many years, showcasing numerous luxury homes and developments. Their affluent audience and distribution is an ideal fit for the Octagon client, who enjoy the quality and stylish content. The front cover photography is always beautiful and the editorial always a joy to read, as well as being on topic and informative"*

Kate, Octagon

Train stations have always played a major part in our distribution, targeting high network individuals.

Commuter stations we distribute to:

### Wealden Times

Ashford  
Canterbury West  
Charing  
Crowborough  
East Grinstead  
Hildenborough  
Maidstone East  
Orpington  
Paddock Wood  
Sevenoaks  
Tonbridge  
Tunbridge Wells  
Uckfield  
Wadhurst  
West Malling

### Surrey Homes

Caterham  
Dorking  
Epsom  
Esher  
Farnham  
Godalming  
Guildford  
Haslemere  
Haywards Heath  
Kingston  
Leatherhead  
Oxted  
Redhill  
Reigate  
Richmond  
Surbiton  
Weybridge  
Wimbledon  
Woking

Wealden Times  
18,000

Surrey Homes  
12,000

Joint Circulation  
30,000



# Editorial Features

Alongside our supplements, our aspirational editorial features deliver a wealth of ideas, products and experiences to enhance readers' homes and lifestyles

## Regular Features

### Homes

We champion "local" in all of our features, championing designers, artists, retailers – all that the area has to offer. Each month we showcase two beautiful homes from the region, then curate "Get The Look" pages to further inspire our readers. It's one of our most popular features.

### Gardens

Outdoor spaces have always been important to our readers but since lockdown they have spent more time in (and more money improving) their gardens. We strive to provide informative, must-read features each month that are packed with practical expert advice. You'd expect nothing less from two magazines created in the Garden of England!

### Food

Our food features offer a host of new and delicious recipes each month, many of which feature local, seasonal produce. These pages are extremely popular, and our past recipes are also available on our website. Please contact us if you would like to sponsor this section of our website.

### Fashion

We hand-pick boutique fashion and accessories for our shoots, combining them with popular and much-loved high street brands – which is exactly how our readers shop.

### Education

We are fortunate to be surrounded by a wealth of independent schools in the South East. One recurring feature is "Meet The Head", an interview with a head teacher offering insight into the opportunities available at some of the region's finest educational establishments.

### June Education

This June we're publishing an Education Supplement that will deliver the very latest on the plans, performance and schooling opportunities in the finest schools across the South East. Our readers will get to know more about the teachers who lead them, the subjects and activities where they excel, and what's in store for the years ahead.





**f** 9,044  
**t** 5,990  
**p** 6,000  
**i** 8,216



# Digital Media

With a loyal print following, our affluent readers turn to our websites for more inspiration & great ideas. With a combined print figure of 30,000 & readership in excess of 110,000, our website showcases the best in homes, gardens, recipes, education & wellbeing

## Creative Opportunities

### Home Page Take Over

£1149 - Full width image & supporting content.

### Sponsored Content

Full page bespoke content. Full follow links & social media to your web page.  
 £749 per insertion.

### Education Directory

£99 - for 12 months when booked with any other advertisement.  
 £249 - when booked as Directory only.

### Sidebar Panel Ad

Gives your business big impact. Placed alongside editorial. Full follow links to your web page. £349 per month.

### Sidebar Button

£149 per month.

### Social Media

We don't charge for social media posts currently. We are happy to include this as added value in series booking schedules once cleared by the Editor.

*Digital Edition Views*  
**72,325,899**

*Page Views*  
**17,148**

*Sessions*  
**12,616**

*Users*  
**10,682**





Be Yourself  
at Claremont

CHARLES  
STANLEY  
Wealth Managers



## Meet the Head

Bryan Nixon, Head of School at TASIS The American School in England, talks us through his own experiences of school

Germany and the United States.

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# Education

Connect your school with prospective  
parents and students

## Opportunities

### Print Coverage

Education is one of the main drivers luring young families out of the city and into the green spaces of Kent, Sussex & Surrey. Our magazines are the perfect marketing platform for schools to target those hard-to-reach affluent family households. Our readers are loyal and discerning and with a high disposable income are more likely to want to give their children a head start to a successful future.

### Meet the Head

Whole page editorial Facing WP advert

Wealden Times	£1,620
Surrey Homes	£1,230

### Calendar of Supplements

February – Our first education supplement

July – We round of the school year with our second education supplement

### Fair Guides 2023

Wealden Summer Fair Guide 35,000 distribution

Wealden Midwinter Fair Guide 35,000 distribution



### Digital

As well as Banners & Buttons we offer a tailor-made Education Directory to make the search for your school's details even easier for our readers.

£99 for 12 months when booked with any other advertisement.

£249 when booked as Directory only.

We require a logo, image, 100 words and 'contact us' details. Your URL will link directly to your site.

*"Having worked closely with Wealden Times for many years, we are always impressed with their professionalism, quality and integrity. It is always a pleasure to work with them"*

Pippa Goodridge, Sutton Valence School

# Advertising Rates

September 2022

Explore a comprehensive range of extra options available

Rates include displaying your advertisement in the digital edition with click through to your website.

All rates exclude VAT & are on a per issue basis.

	Wealden Times	Surrey Homes
Full page	£1,392	£1,050
Half Page	£864	£618
Quarter Page	£492	£372
OBC	£1,920	£1,440
IBC / IFC	£1,656	£1,194
IFC - Double Page Spread	£2,772	£1,836
Right Hand Page	+10%	+10%
What's On List*	£75	£50

\*Supply up to 200 words that include date, time & venue.

## Inserts & Specials

We are able to carry loose and bound in inserts. We ask to see a mock-up of any insert before we accept a booking.

We are able to regionalise inserts in Wealden Times only, Surrey Homes only or both counties.

We can also carry belly bands.



**H&H** *Our Focus Determines Your Reality*

**STAPLEHURST**  
STUNNING GRACE II LISTED MID-19TH CENTURY VILLA £1,195,000

A vast circular all-out driveway leads to this lovely home which is bordered by Grade II Listed Spontaneous vegetation to the front. Situating the attractive mature surroundings with the period of the property from high ceilings to picture rails. Grace arrives in dramatic fashion, the well-proportioned family accommodation is complemented by the charming garden and a detached one bedroom annexe - (Living room • Dining room • Study • Conservatory • Kitchen • Utility Room with Larder • Double aspect principal bathroom, ensuite • Three double bedrooms • Family bathroom • One bedroom annexe • Charming walled garden • EPIC oak

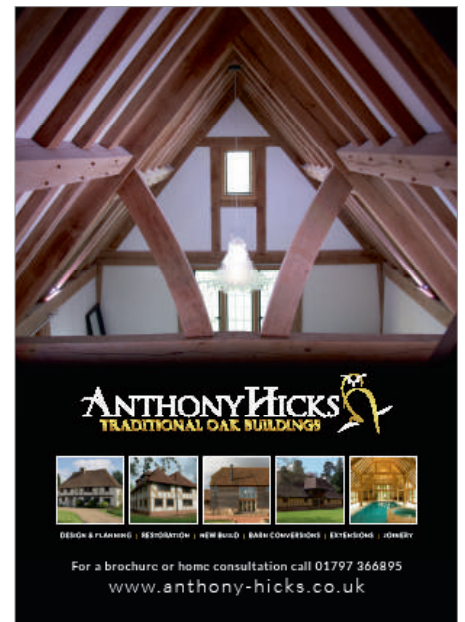
**Call to Action: Contact Us**

**Harper & Harrison**  
The Commercial, Brent Barn, Cuckfield  
01580 715400  
www.harperandharrison.com

**Rightmove** **zoopla** **on the move** **finda house** **finda house** **finda house** **finda house** **finda house** **finda house**







# Deadlines 2023

## Wealden Times & Surrey Homes

### JANUARY 2023

13 December 2022 – Final Copy Deadline  
23 December 2022 – Magazine Distributed

### FEBRUARY 2023

17 January 2023 – Final Copy Deadline  
30 January 2023 – Magazine Distributed

### MARCH 2023

14 February 2023 – Final Copy Deadline  
27 February 2023 – Magazine Distributed

### APRIL 2023

14 March 2023 – Final Copy Deadline  
27 March 2023 – Magazine Distributed

### MAY 2023

11 April 2023 – Final Copy Deadline  
24 April 2023 – Magazine Distributed

### JUNE 2023

16 May 2023 – Final Copy Deadline  
29 May 2023 – Magazine Distributed

### JULY 2023

13 June 2023 – Final Copy Deadline  
26 June 2023 – Magazine Distributed

### AUGUST 2023

18 July 2023 – Final Copy Deadline  
31 July 2023 – Magazine Distributed

### SEPTEMBER 2023

15 August 2023 – Final Copy Deadline  
29 August 2023 – Magazine Distributed  
Tuesday due to Bank Holiday

### OCTOBER 2023

12 September 2023 – Final Copy Deadline  
25 September 2023 – Magazine Distributed

### NOVEMBER 2023

17 October 2023 – Final Copy Deadline  
30 October 2023 – Magazine Distributed

### DECEMBER 2023

14 November 2023 – Final Copy Deadline  
27 November 2023 – Magazine Distributed

### JANUARY 2024

12 December 2023 – Final Copy Deadline  
22 December 2023 – Magazine Distributed



## Mechanical Data

## Full Page (A4)

210mm(wide) x 297mm(tall)  
+3mm Bleed on all edges  
Text needs to be inset approx  
10mm from page edge

### Double Page Spread (A3)

420mm(wide) x 297mm(tall)  
+3mm Bleed on all edges.  
Text needs to be inset  
approx 10mm from  
page edge and gutter.

## Half Page Horizontal

185mm(wide) x 130mm(tall)

### Half Page Vertical

90mm(wide) x 265mm(tall)

## Quarter Page

90mm(wide) x 130mm(tall)

## Eighth

90mm(wide) x 62.5mm(tall)



## Preferred Formats

Print ready PDF, High resolution JPG or TIFF.

## Acceptable Artwork Formats

Adobe Photoshop, Illustrator, InDesign.

## Unacceptable Artwork Formats

MicrosoftWord, Publisher, Powerpoint or  
MicrosoftWorks.

## File Requirements

Fonts and graphics to be supplied with all nonpreferred format documents (please confirm format before sending).

## Deadlines

To ensure the highest quality of artwork, please supply copy well in advance of deadline.

## Unique Reference

Please name documents clearly with the advertiser name, followed by “WT” for Wealden Times or “SH” for Surrey Homes, and the issue you’d like the ad to appear in e.g. **MyBusinessNameWT155**

## Supply Details

email: [designteam@wealdentimes.co.uk](mailto:designteam@wealdentimes.co.uk)

For more information, please get in touch

Wealden Times, Kettle Chambers,

21 Stone Street, Cranbrook, Kent TN17 3HF

01580 714705 or email [sales@wealdentimes.co.uk](mailto:sales@wealdentimes.co.uk)

(Monday–Thursday 9am–5.30pm, Friday 9am–5pm)

